



Use New Online Map to Locate Wisconsin Specialty Meats

Release Date: April 1, 2011

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MADISON – When traveling through Hudson, visitors may miss one of the area's best kept secrets, RJ's Meats & Groceries, without proper directions. The Wisconsin Department of Agriculture, Trade and Consumer Protection is now offering online directions to connect consumers with specialty meats across the state with a new website.

The Specialty Meats Map is an easy-to-use tool to identify specialty meat processors in Wisconsin. This interactive map can be sorted by meat types, specific products, counties, or cities. An additional feature of the map is the ability to locate specialty meat locations that are trademarked *Something Special from Wisconsin™*.

RJ's Meats & Groceries is known for its bacon, brats, summer sausage, and beef and has been owned and operated by meat processor Rick Reams for 24 years. Reams, who also serves as the president of the Wisconsin Association of Meat Processors, sees this Specialty Meats Map has a huge benefit for businesses as visitors want to make meat market stops when in the state and need recommendations on where to go.

"Consumers are searching for the traditional products made locally," explains Reams. "When traveling in Wisconsin, visitors will be able to use this map to locate the business geographically, meet the processor, ask questions, and take home specialty meats."

When a location is selected on the map, the name, contact information, and available products are listed for your convenience. Whether choosing brats for a baseball tailgate or a ham for a holiday dinner, buying Wisconsin meats supports local farmers, businesses, communities, and the economy.

The Specialty Meats Map is found at <https://datcpgis.wi.gov/SpecialtyMeats/>. Wisconsin is home to 289 state-inspected meat processing plants, more than any other state, and over 120 federally-inspected meat facilities that are all known for their craftsmanship.

"I highly encourage all Wisconsin meat processors to be part of the Specialty Meat Map," adds Reams. "This map is a free resource to share your business name, showcase your best products, build loyal customers, and increase sales."

This map was developed as part of the Wisconsin Specialty Meat Initiative, which promotes the quality, taste, and tradition of Wisconsin's specialty meats. This Initiative also supports the Specialty Meat Development Center, a not-for-profit organization offering consulting services to grow specialty meat businesses, and the Master Meat Crafter Program, an in-depth course for meat processors offering accreditation upon completion.

For more information on the Specialty Meat Initiative or if you are specialty meat processor who wishes to be added to the Specialty Meats Map, contact Jeff Swenson, DATCP's Livestock and Meat Specialist, at 608-224-5082 or jeff.swenson@wisconsin.gov.

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